



## **StartUpSync**

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## INTRODUCTION

StartUpSync is a lightweight, student-focused web platform designed to help early-stage innovators validate and refine startup ideas. It provides idea scoring, pitch generation, mentor discovery, and a community dashboard — all within a clean and minimal interface.

This prototype has been developed using HTML, CSS, JavaScript, PHP, and MySQL to demonstrate essential flows of ideation and community engagement.

### Scope of the Project (SDG Alignment & Real-World Problem)

#### **Selected SDG:** *SDG 8 – Decent Work and Economic Growth*

Many students have innovative ideas but lack access to structured feedback, mentorship, and tools that help convert ideas into viable projects. This platform supports youth entrepreneurship by offering:

- Idea scoring
- Pitch templates
- Mentor discovery
- Community dashboard

By encouraging innovation and early-stage entrepreneurial thinking, StartUpSync contributes to SDG 8 by promoting employability, skill-building, and economic growth.



## Project Overview

StartUpSync is a responsive multi-page prototype featuring:

- Idea submission with scoring
- One-click pitch generation
- Static mentor discovery interface
- Community dashboard for posts
- User signup/login using PHP & MySQL
- Consistent branding and responsive layout

## Brief Description of the Website

- **Home Page:** Highlights features and navigation.
- **Idea Engine:** Input box, JS-based heuristic scoring, modal output.
- **Pitch Generator:** Structured pitch creator with copy/download options.
- **Mentors Page:** Static listings; future-ready matchmaking design.
- **Dashboard:** Prototype community posts with like/comment toggles.
- **Authentication:** Login/signup with PHP sessions and MySQL database.
- **Profile:** Displays user initials after successful login.



## Number of Pages

A total of **7 main pages** were created:

1. index.php
2. idea\_engine.php
3. pitch\_generator.php
4. mentors.php
5. learning.php
6. dashboard.php
7. login.php / signup.php / profile.php / logout.php (authentication pages)

## Features Implemented

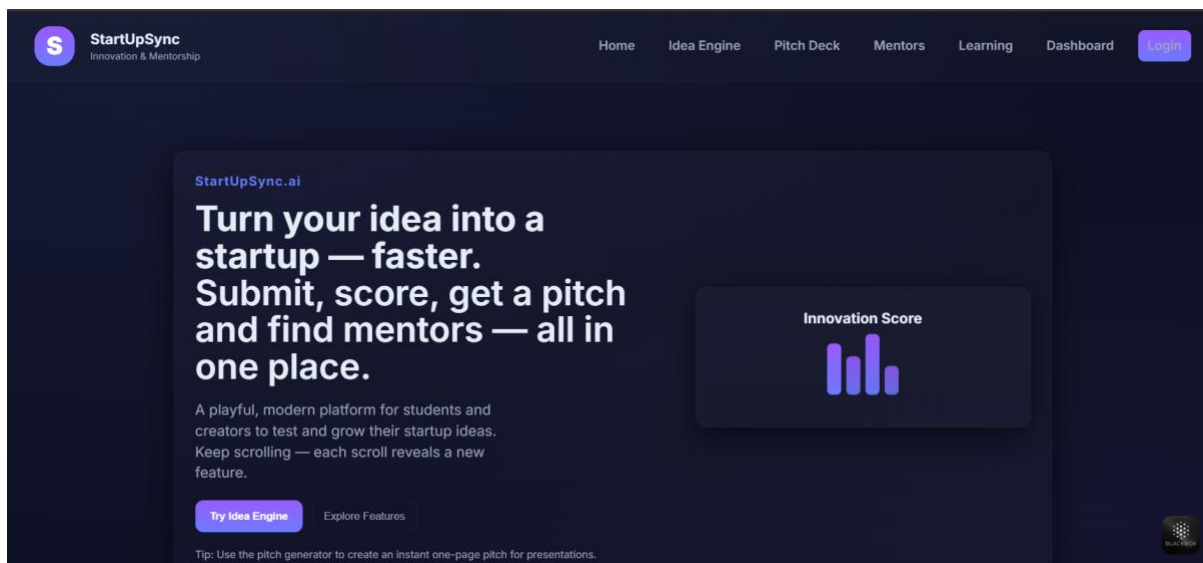
- Fully responsive dark UI with gradients and glassmorphism
- Fixed navigation bar
- Scroll-based reveal animations
- Idea Engine with JS-based scoring
- Pitch Generator with export options
- Dashboard with like/comment UI
- PHP + MySQL user authentication
- LocalStorage saving in Idea Engine
- Client-side and server-side form validation



## Tools Used

- **Editor:** Visual Studio Code / Notepad++
- **Languages:** HTML5, CSS3, JavaScript, PHP
- **Database:** MySQL (phpMyAdmin)
- **Server:** Apache (XAMPP)
- **Version Control:** Git / GitHub (optional)
- **Local Images:** Used for posts and UI demo


## Website Pages (Screenshots)





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**StartUpSync**  
Innovation & Mentorship


HomeIdea EnginePitch DeckMentorsLearningDashboardLogin


### Idea Engine — Instant Scoring & Feedback

Submit a short idea and our rule-based engine (JS) calculates Innovation, Feasibility, and Market Fit — then gives short suggestions to improve your pitch.

Open Idea EngineSee Pitch Deck

Type an idea → Get a score



**StartUpSync**  
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HomeIdea EnginePitch DeckMentorsLearningDashboardLogin

### Pitch Deck Generator

Automatically create a clean one-page pitch: Problem → Solution → Market → Business Model. Export as PDF or copy the text to slides.

Generate Sample Pitch


One-click pitch





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Home Idea Engine Pitch Deck Mentors Learning Dashboard [Login](#)

### Contact Us

Questions, partnership requests or feedback? Send us a message and we'll get back to you within 2 business days.

Name

Your full name

Email

you@example.com


Message

Tell us about your idea or question

[Send Message](#)

### How to Reach Us

Email: [support@startupsync.ai](mailto:support@startupsync.ai)  
Phone: +91 98234 56231  
Address: Innovation Hub, Mumbai, India  
Office hours: Mon — Fri, 10:00 — 18:00 IST  
[Get directions →](#)

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## Welcome back — sign in to continue

Access your saved ideas, generate pitches, connect with mentors and share on the community dashboard.

Demo login accepts any non-empty email & password. Replace with secure DB auth when ready.

### Sign in

Enter your credentials to unlock your dashboard.

Email

you@example.com

Password

\*\*\*\*\*

Show

☐ Remember me

[Forgot?](#)

[Sign in](#)

[Back](#)

Don't have an account? [Sign Up](#)



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The screenshot shows the StartUpSync homepage with a dark blue background. The header includes the StartUpSync logo and navigation links: Home, Idea Engine, Pitch Deck, Mentors, Learning, and Dashboard. The main content area features a large text block: "Turn your idea into a startup — faster. Submit, score, get a pitch and find mentors — all in one place." Below this is a description: "A playful, modern platform for students and creators to test and grow their startup ideas. Keep scrolling — each scroll reveals a new feature." There are two buttons: "Try Idea Engine" and "Explore Features". To the right, there is a "Innovation Score" section with a bar chart showing three bars of increasing height. A tip at the bottom reads: "Tip: Use the pitch generator to create an instant one-page pitch for presentations."


The screenshot shows the "Idea Engine (Prototype)" interface. The header is the same as the previous screenshot. The main content area has a title "Idea Engine (Prototype)" and a subtitle "Write your startup idea and analyze Innovation, Feasibility, and Market Fit using rule-based scoring." Below this is a text input field with the placeholder "Describe your idea...". At the bottom of the input field are three buttons: "Analyze", "Save Idea", and "Clear". Below the buttons, it says "No analysis yet."





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Home Idea Engine **Pitch Deck** Mentors Learning Dashboard

## Pitch Deck Generator

Fill the fields below and click Generate to create a structured, one-page pitch ready for presentation.

**Idea title**

EcoWash — Smart laundry pods

**Problem (one sentence)**

Households waste water and energy on small loads.

**Solution (one sentence)**

Subscription pods + app dosing to reduce waste.

**Target market**


Urban households & laundromats

Generate Pitch

Copy

Download

Your generated pitch will appear here.

 **StartUpSync**  
Innovation & Mentorship

Home Idea Engine Pitch Deck **Mentors** Learning Dashboard

## Mentor Directory

Browse mentors and request a short, simulated session. Requests are stored locally (demo).

**Dr. Aisha Khan**  
Product Strategy - 10 yrs  
Product-market fit, customer discovery

Request

**Mr. Rajesh Patel**  
Growth & Marketing - 12 yrs  
Growth experiments, UA

Request

**Ms. Lina Gomez**  
Design & UX - 8 yrs  
UI, prototyping, usability

Request

**Mr. Karan Mehta**  
Technology - 9 yrs  
MVP architecture, scaling

Request

**Ms. Priya Nair**  
Operations - 7 yrs  
Supply chain & ops for hardware

Request

**Mr. Sameer Rao**  
Finance - 11 yrs  
Unit economics & fundraising


Request

localhost:8080/MicroProject/mentors.php



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Home Idea Engine Pitch Deck Mentors **Learning** Dashboard

### Learning Modules

Short lessons to help you build and validate ideas. Progress is saved locally in your browser (demo).

**Module 1 — Problem Discovery**  
Learn how to find real customer problems.


Mark Complete


**Module 2 — Build an MVP**  
Plan a minimal version to validate assumptions.

Mark Complete

**Module 3 — Pitch & Metrics**  
How to craft a one-page pitch and measure traction.

Mark Complete



**StartUpSync**  
Innovation & Mentorship

Home Idea Engine Pitch Deck Mentors **Learning** **Dashboard**

### Community Dashboard

Static posts from the community. "Create post" is visible but disabled for this prototype.

+ Create Post

**A**

**Ananya**  
2 hours ago

**AI Garden Watering System**  
A smart irrigation system that waters plants based on moisture and sunlight prediction to save water.

Like Comments

**R**

**Rohan**  
1 day ago

**Campus Ride Sharing App**  
Students traveling similar routes can share rides and split costs — safer and cheaper.


Like Comments

**P**

**Priya**  
3 days ago

**Smart Bottle Recycler**  
A machine that gives small rewards when users insert plastic bottles — encourages recycling.

Like Comments





### Code Snippets (Important Sections Only)

Database table (Users):

```
CREATE TABLE users (  
    id INT AUTO_INCREMENT PRIMARY KEY,  
    full_name VARCHAR(150) NOT NULL,  
    email VARCHAR(150) NOT NULL UNIQUE,  
    password VARCHAR(255) NOT NULL,  
    created_at TIMESTAMP DEFAULT CURRENT_TIMESTAMP  
);
```

Db.php:

```
<?php  
$servername = "localhost";  
$username = "root";  
$password = "";  
$dbname = "startupsync";  
  
$conn = mysqli_connect($servername, $username, $password, $dbname);  
  
if (!$conn) {  
    die("Connection failed: " . mysqli_connect_error());  
}  
?>
```



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Smooth Scroll Helper:

```
<script>
  function scrollToId(id) {
    const el = document.getElementById(id);
    if (el) el.scrollIntoView({ behavior: 'smooth' });
  }
</script>
```

Idea Scorer :

```
<script>
  function analyzeText(text) {
    const words = text.trim().split(/\s+/).filter(Boolean).length || 0;
    let innovation = 40, feasibility = 50, market = 45;
    if (words > 20) { innovation += 10; feasibility += 5; }
    if (/ai|machine learning|blockchain|iot/i.test(text)) innovation += 18;
    if (/market|customers|users|industry|b2b|b2c/i.test(text)) market += 20;
    if (/prototype|mvp|build|develop/i.test(text)) feasibility += 18;
    if (/idea|something|something like/i.test(text)) innovation -= 10;
    innovation = Math.max(0, Math.min(100, Math.round(innovation)));
    feasibility = Math.max(0, Math.min(100, Math.round(feasibility)));
    market = Math.max(0, Math.min(100, Math.round(market)));
    return { innovation, feasibility, market };
  }
</script>
```



Login:

```
<?php
session_start();
if($_SERVER['REQUEST_METHOD']=='POST') {
    $email = trim($_POST['email']);
    $password = $_POST['password'];
    // Replace with DB lookup and password_verify
    // On success:
    $_SESSION['user_name'] = 'DisplayName';
    header('Location: index.php'); exit;
}
?>
```

### Challenges Faced & Solutions

- Session header error (session\_start() after output): solved by moving session\_start() to the top of PHP files before any HTML output.
- Linking pages: corrected wrong relative paths; ensured all pages use .php and consistent filenames.
- Cross-page profile display: stored \$\_SESSION['user\_name'] in login flow and read it in nav on every page to show initials; added simple JS for profile menu toggling.
- MySQL connectivity during local testing: fixed by setting correct DB name, port and credentials in db.php and ensuring MySQL was running.



- UI consistency (dashboard vs others): unified CSS variables and navbar markup across pages to maintain consistent style.

### **Learning Outcomes**

By completing this Micro Project, we learned to:

- Build multi-page responsive websites
- Work with semantic HTML5
- Apply CSS box model, Flexbox, and Grid
- Write basic JavaScript functions & events
- Handle form data and server-side processing
- Build dynamic, database-driven web pages
- Collaborate within a team

### **Conclusion**

StartUpSync successfully demonstrates how students can transform raw ideas into structured startup concepts using technology. It integrates idea scoring, pitch generation, mentorship discovery, and authentication into a neat prototype. Future improvements include AI-based scoring, real mentor matching, image uploads, and a secure authentication system.



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### References

- MDN Web Docs – HTML, CSS, JavaScript
- W3Schools – CSS & JS examples
- PHP.net – Sessions, MySQLi, password hashing
- XAMPP & phpMyAdmin documentation